1999 Communications and Customer Service Conference

November 2 - 4

TRACK 3

Marketing

T300 -a. DoD IG - Assessment of the TRICARE Marketing Program

b. Marketing DoD IG Recommendations Under 3.0

Lt Col Ronald Palmer

DoD IG

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"Would you tell me, please, which way I ought to go from here?" asked Alice.

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where -" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"-so long as I get *somewhere*," Alice added as an explanation.

Source: "Alice's Adventures in Wonderland, Lewis Carroll, Puffin Books, p. 87

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Evaluation of TRICARE Marketing

- Objectives
  - Assess the marketing programs within the M
  - Review the management control within TMA the Military Departments

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Sites Visited

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Sites Visited - Region 1

- Office of the Lead Agent
- 89th Medical Group, Andrews AFB, MD
- National Naval Medial Center, Bethesda, MD
- Naval Ambulatory Care Center, Groton, CT
- Patterson Army Health Clinic, Ft Monmouth, NJ

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Sites Visited - Region 6

- Office of the Lead Agent
- 59th Medical Wing, Lackland AFB, TX
- Brooke Army Medical Center, Ft Sam Houston
- 72nd Medical Group, Tinker AFB, OK
- Reynolds Army Community Hospital, Ft Sill, O
- MCSC - Foundation Health Federal Services

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Sites Visited - Region 7/8

- Office of the Lead Agent
- 10th Medical Group, USAF, Colorado Springs, CO
- Evans Army Community Hospital, Ft Carson, CO
- 355th Medical Group, Davis-Monthan AFB, AZ
- Munson Army Health Center, Ft

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Sites Visited - Region 9

- Office of the Lead Agent
- Naval Hospital, Camp Pendleton, CA
- Weed Army Community Hospital, Ft Irwin, CA
- 95th Medical Group, Edwards AFB, CA
- Naval Medical Center San Diego, CA

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Findings

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Findings - Materials

- Variations in the content of materials
- Variations in the appearance of materials
- Materials contained unclear or incorrect information
- Different definitions for the same terms to describe benefits

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Findings - Policy

- Different definitions for marketing
- Variations in marketing resources
  – Dollars and Manpower
- No single policy that identified all the components
  for marketing program
- No single policy that outlined roles and responsibilities
  for those involved in marketing

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Findings - Oversight

- Oversight of MTF marketing materials needs improvement
- Oversight of the MCSC was adequate
  - Procedures to validate content needs improvement
- Marketing goals and objectives
  - Not clearly understood
  - Not adequately measured

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- Bottom line
  - Marketing system not established by DoD

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Recommendations

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Recommendations

- Issue a DoD Directive/Instruction that:
  - Defines TRICARE Marketing
  - Outlines roles and responsibilities at each level
  - Describes marketing goals and objectives
  - Includes marketing in the Regional Health Services Plan
  - Establishes performance measures

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Recommendations

- Establishes standards for marketing materials
- Requires subject matter experts to review ma
- Requires oversight of materials produced
- Requires MTFs to used the Smart Repository

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Recommendations

– Provides oversight of MTF marketing program and
materials by the Lead Agent

– Provides oversight of regional marketing by the
Lead Agent

– *Appropriate oversight of marketing by SGs and TMA*

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Bottom Line

- Clearly establish a marketing system
- Clearly identify what is expected from those i
- Standardize marketing materials as much as

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DoD IG Web Site for Reports

WWW.DODIG.OSD.MIL

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Questions

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